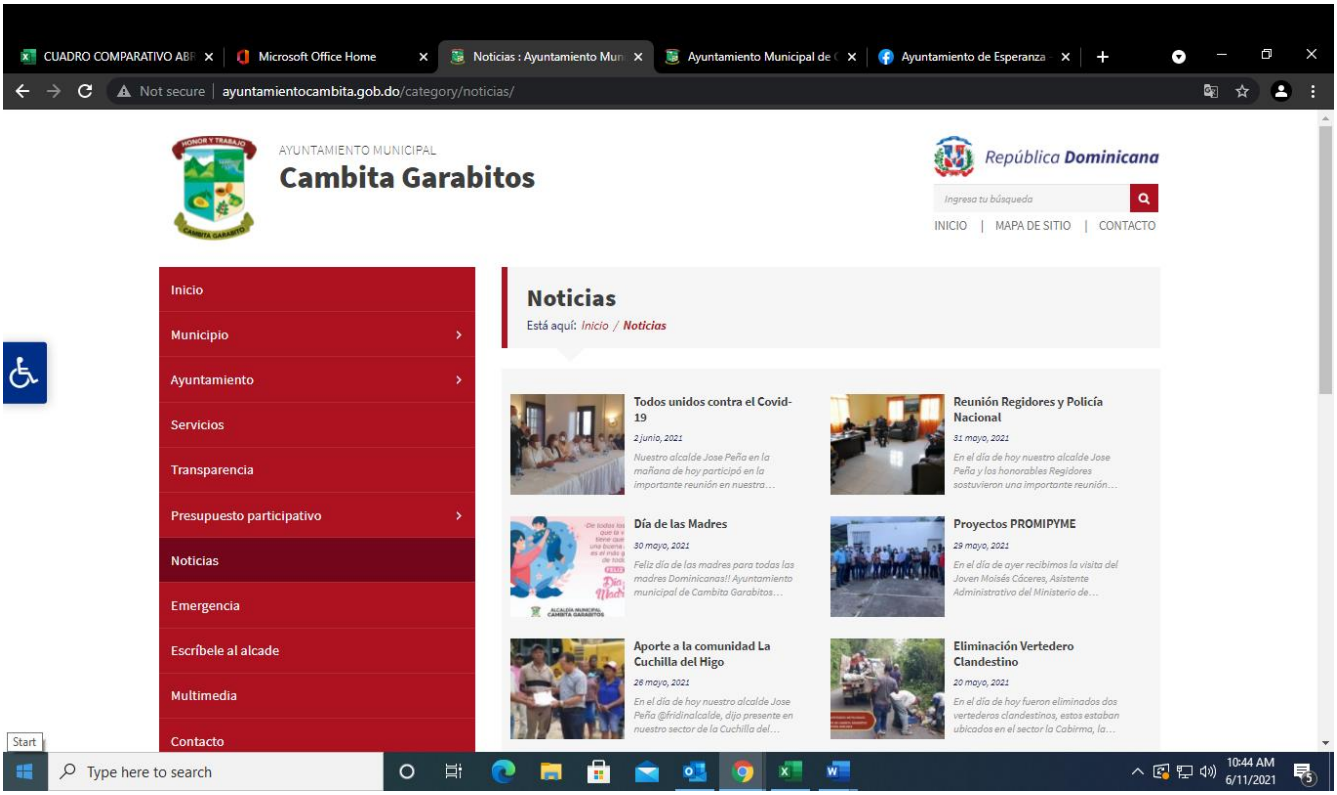DIFUCION EN PAG WEB